Job Summary

The Business Sponsorship Representative is responsible for securing financial support from businesses and non-profits for Wisconsin Public Radio. Our business sponsors support WPR because of the shared belief in the news, programs and content it provides, and for the opportunity to reach a large audience of loyal listeners.

This fundraising professional must thrive in a performance-based, goal-driven sales environment and independently manage their time between selling and non-selling activities. The account executive should thoroughly embrace the culture and ethos of WPR’s audience and have an affinity for the companies that support WPR. Reports to the South-Central Regional Manager.

Responsibilities

Identifies and solicits corporate and foundation gifts including the development, implementation, and evaluation of giving strategies; manages relationships with key industry and foundation officials to advance institutional goals.

20% Designs, delivers, and evaluates new and existing corporate and foundation relations events, programs, and communications materials

15% Collects, analyzes, and evaluates company and industry research in support of determining appropriate resource allocations

20% Monitors site visits with internal and external corporate and foundation stakeholders to assist in multi-unit collaboration

10% Assists in the development, implementation, and evaluation of corporate and foundation giving strategies

15% Identifies opportunities for improvement or new development

10% Serves as a main point of contact for internal and external stakeholders, answers questions, and provides information about established programs based on set material or standards

10% Monitors the organization and updating of corporate and foundation relations metrics; and records and disseminates information to the appropriate entities

Education

Preferred

Bachelor's Degree

Degree in Marketing, Mass Media, Business or other related preferred.

Qualifications

REQUIRED QUALIFICATIONS

-At least 3 years of experience in media sales.

-Experience in Arbitron and/or Nielsen ratings.

-Excellent writing and communications skills.

-Excellent attention to detail and organization.

-Proven ability to work in both independent and group settings.

-Goal oriented and self-motivator.

PREFERRED QUALIFICATIONS

-Previous experience in fundraising.

-Previous experience in public media and/or radio.

-Knowledge of Wisconsin and its communities.

-Previous experience building successful marketing campaigns.

-Copy and editing skills.

-Previous experience in presenting printed and verbal sales presentations.

How to Apply

For more information and how to apply, please visit: https://jobs.hr.wisc.edu/en-us/job/516891/business-sponsorship-representative

The following must be received for your application to be complete: 1) Resume; 2) A cover letter describing how your experience relates to the listed required and preferred job qualifications. 3) A list of at least three professional references with titles, emails, and phone numbers (include at least one supervisory reference). Note that references will not be contacted without your prior knowledge.